

File Copy
4/6/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april																																																																																																																																																																																						
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																			
S	M	T	W	T	F	S																																																																																																																																																																																			
				1	2	3																																																																																																																																																																																			
4	5	6	7	8	9	10																																																																																																																																																																																			
11	12	13	14	15	16	17																																																																																																																																																																																			
18	19	20	21	22	23	24																																																																																																																																																																																			
25	26	27	28	29	30	31																																																																																																																																																																																			
S	M	T	W	T	F	S																																																																																																																																																																																			
1	2	3	4	5	6	7																																																																																																																																																																																			
8	9	10	11	12	13	14																																																																																																																																																																																			
15	16	17	18	19	20	21																																																																																																																																																																																			
22	23	24	25	26	27	28																																																																																																																																																																																			
S	M	T	W	T	F	S																																																																																																																																																																																			
1	2	3	4	5	6	7																																																																																																																																																																																			
8	9	10	11	12	13	14																																																																																																																																																																																			
15	16	17	18	19	20	21																																																																																																																																																																																			
22	23	24	25	26	27	28																																																																																																																																																																																			
29	30	31																																																																																																																																																																																							
S	M	T	W	T	F	S																																																																																																																																																																																			
						1																																																																																																																																																																																			
2	3	4	5	6	7	8																																																																																																																																																																																			
9	10	11	12	13	14	15																																																																																																																																																																																			
16	17	18	19	20	21	22																																																																																																																																																																																			
23	24	25	26	27	28	29																																																																																																																																																																																			
30	31																																																																																																																																																																																								
may	june	july	august																																																																																																																																																																																						
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr><tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S					1	2		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31												
S	M	T	W	T	F	S																																																																																																																																																																																			
				1	2																																																																																																																																																																																				
3	4	5	6	7	8	9																																																																																																																																																																																			
10	11	12	13	14	15	16																																																																																																																																																																																			
17	18	19	20	21	22	23																																																																																																																																																																																			
24	25	26	27	28	29	30																																																																																																																																																																																			
31																																																																																																																																																																																									
S	M	T	W	T	F	S																																																																																																																																																																																			
	1	2	3	4	5	6																																																																																																																																																																																			
7	8	9	10	11	12	13																																																																																																																																																																																			
14	15	16	17	18	19	20																																																																																																																																																																																			
21	22	23	24	25	26	27																																																																																																																																																																																			
28	29	30																																																																																																																																																																																							
S	M	T	W	T	F	S																																																																																																																																																																																			
			1	2	3	4																																																																																																																																																																																			
5	6	7	8	9	10	11																																																																																																																																																																																			
12	13	14	15	16	17	18																																																																																																																																																																																			
19	20	21	22	23	24	25																																																																																																																																																																																			
26	27	28	29	30	31																																																																																																																																																																																				
S	M	T	W	T	F	S																																																																																																																																																																																			
2	3	4	5	6	7	8																																																																																																																																																																																			
9	10	11	12	13	14	15																																																																																																																																																																																			
16	17	18	19	20	21	22																																																																																																																																																																																			
23	24	25	26	27	28	29																																																																																																																																																																																			
30	31																																																																																																																																																																																								
september	october	november	december																																																																																																																																																																																						
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																
S	M	T	W	T	F	S																																																																																																																																																																																			
	1	2	3	4	5																																																																																																																																																																																				
6	7	8	9	10	11	12																																																																																																																																																																																			
13	14	15	16	17	18	19																																																																																																																																																																																			
20	21	22	23	24	25	26																																																																																																																																																																																			
27	28	29	30																																																																																																																																																																																						
S	M	T	W	T	F	S																																																																																																																																																																																			
				1	2	3																																																																																																																																																																																			
4	5	6	7	8	9	10																																																																																																																																																																																			
11	12	13	14	15	16	17																																																																																																																																																																																			
18	19	20	21	22	23	24																																																																																																																																																																																			
25	26	27	28	29	30	31																																																																																																																																																																																			
S	M	T	W	T	F	S																																																																																																																																																																																			
1	2	3	4	5	6	7																																																																																																																																																																																			
8	9	10	11	12	13	14																																																																																																																																																																																			
15	16	17	18	19	20	21																																																																																																																																																																																			
22	23	24	25	26	27	28																																																																																																																																																																																			
29	30																																																																																																																																																																																								
S	M	T	W	T	F	S																																																																																																																																																																																			
	1	2	3	4	5																																																																																																																																																																																				
6	7	8	9	10	11	12																																																																																																																																																																																			
13	14	15	16	17	18	19																																																																																																																																																																																			
20	21	22	23	24	25	26																																																																																																																																																																																			
27	28	29	30	31																																																																																																																																																																																					
january	february	march	april																																																																																																																																																																																						
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr><tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S					1	2		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28							<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
S	M	T	W	T	F	S																																																																																																																																																																																			
				1	2																																																																																																																																																																																				
3	4	5	6	7	8	9																																																																																																																																																																																			
10	11	12	13	14	15	16																																																																																																																																																																																			
17	18	19	20	21	22	23																																																																																																																																																																																			
24	25	26	27	28	29	30																																																																																																																																																																																			
31																																																																																																																																																																																									
S	M	T	W	T	F	S																																																																																																																																																																																			
	1	2	3	4	5	6																																																																																																																																																																																			
7	8	9	10	11	12	13																																																																																																																																																																																			
14	15	16	17	18	19	20																																																																																																																																																																																			
21	22	23	24	25	26	27																																																																																																																																																																																			
28																																																																																																																																																																																									
S	M	T	W	T	F	S																																																																																																																																																																																			
				1	2	3																																																																																																																																																																																			
4	5	6	7	8	9	10																																																																																																																																																																																			
11	12	13	14	15	16	17																																																																																																																																																																																			
18	19	20	21	22	23	24																																																																																																																																																																																			
25	26	27	28	29	30																																																																																																																																																																																				
S	M	T	W	T	F	S																																																																																																																																																																																			
						1																																																																																																																																																																																			
2	3	4	5	6	7	8																																																																																																																																																																																			
9	10	11	12	13	14	15																																																																																																																																																																																			
16	17	18	19	20	21	22																																																																																																																																																																																			
23	24	25	26	27	28	29																																																																																																																																																																																			
30	31																																																																																																																																																																																								

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
-------------	------------------------	-----------------	--------------

WEEK ENDING SATURDAY, APRIL 4, 1953

Saturday April 4- April 9	"EASTER PARADE OF STARS" AUTOMOBILE SHOW Display of automobiles heralding the greatest travel year in history. Open to public, <u>except Tuesday, April 7</u> . On this day at 9:30 P.M., a travel wardrobe by Hattie Carnegie will be presented and televised over CBS-TV. This will be followed by a supper dance and reception at 11:00 P.M. (Black Tie). For benefit of Armed Services Emergency Relief Funds. Publ.: Marion Shiflett at Steve Harmagan, PL. 5-2900.	TEN LEADING AUTOMOBILE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Saturday April 4- April 12	SECOND ANNUAL MOTOR SPORTS SHOW Display of foreign and domestic sports cars. Admission: \$1.25. Publicity: Howard Weissman, PL. 7-0461.	INTERNATIONAL MOTOR SPORTS SHOW	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 4 2:00 P.M.	SEVENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their seventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children from 5 to 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK 80TH - 84TH STS.
Sunday April 5 11:30 A.M.- 1:30 P.M.	FIFTH AVENUE EASTER PARADE ON TELEVISION Easter Paraders will be televised and interviewed on Park Avenue at 50th St. Public Relations: Les Hollingsworth or Norman Lorber, MU. 2-6500.	WPIX-TELEVISION	CHANNEL 11
Sunday April 5 12:00 Noon; 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Price: \$3.50. For reservation, contact: Alfred, EL. 5-5000. Publicity: Claire Muller, EL. 5-5000.	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
Sunday April 5 12:00 Noon- 4:00 P.M. Luncheon	EASTER PARADE BENEFIT LUNCHEON Easter fashions for the family from Oleg Cassini, Nat Kaplan, Jacques Fath by Joseph Halpert, Oldric Royce, Hattie Carnegie, Carrie Munn, Gunther Jaeckel, David Haft of Swansdown, Ceil Chapman. Men's clothes by Lebow Bros. through courtesy of Lord & Taylor. All children's clothes through courtesy of Lord & Taylor. Furs--Maison Leon. Bags--Josef. Lilly Dache Gloves by J.M. Rubin. Orchids--Thomas Young Nurseries. Umbrellas--Polan Katz. Costume Jewelry--Ciros of Bond St. and Coro. Hats--Sally Victor, Mr. John, John Frederics, Robert Dudley. Chairman: Jane Pickens. Co-chairmen: Mrs. Dee F. Bredin and Viola Shefer. Luncheon: \$10.00. Reservations, contact: Headwaiter, EL. 5-2800.	BENEFIT OF SISTER KENNY FOUNDATION	SHERRY NETHERLAND CHANTECLAIR; CARNAVAL

(Continued)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday	"EASTER IN NEW YORK"	NBC-TELEVISION	CHANNEL 4
April 5	TO BE TELEVISED		
12:30 P.M.	Fourteen fashion models will present new Spring fashions to the nation-		
1:30 P.M.	wide television audience. Commentator: Eleanor Lambert. There will also be a display of children's clothes; also comments and fashions of Easter paraders. Televised from Italian Building in Rockefeller Center. Master of Ceremonies: Frank Blair. Producer: Bill Garden, CI. 7-8300.		
Sunday	LUNCHEON SHOWING OF	JOHN FREDERICS, INC.	HOTEL PIERRE
April 5	SPRING MILLINERY	(29 EAST 48TH ST.)	COTILLION ROOM
12:30 P.M.	Annual Easter Sunday fashion show of hats by John Frederics. Diamonds--		
Luncheon	Cartier. Furs--Bernham Stein. In addition, the following male panel will judge hats of ladies in the audience: Sir Cedric Hardwicke; Gary Stevens, TV producer and columnist; William V.C. Ruxton, business executive; George Cressaty, art critic; Hon. Dr. Franz Matsch, Austrian Consul General. Reservations: \$6.50; contact: TE. 8-8000. John Frederics Publ.: Lily Davis, PL. 3-1010. Pierre Dir.-Comm.: Nola Luxford, TE. 8-8000.		
Sunday	SPECIAL EASTER	MR. JOHN, INC.	HOTEL PLAZA
April 5	MILLINERY SHOW	(53 E. 57TH ST.)	RENDEZVOUS ROOM
1:00 P.M.	A special showing of "Coronation of Spring"--hats by Mr. John at Easter		
Luncheon	luncheon. A panel of celebrities will judge hats of women in the audience. Price: \$6.00. For reservations; contact: PL. 9-3000, Ext. 176. Mr. John Publicity: Jeanne Carberry, MU. 8-4906. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Sunday	EASTER FASHIONS ON	CBS-TELEVISION	CHANNEL 2
April 5	TELEVISION SHOW	(51 E. 42ND ST.)	
1:00 P.M.	"Easter, Then and Now" will be televised at the Terrace Room of the Hotel		
2:00 P.M.	Plaza, showing fashions by Oleg Cassini, Claire McCardell, Fontana, Norman Hartnell, Nettie Rosenstein, Schiaparelli. There will also be interviews and televising from the steps of the Hotel Plaza, and across the street from St. Patrick's. CBS Publicity: Mr. Beryl Reubens, PL. 1-2345, Ext. 356.		
Sunday	"RED LILAC" EASTER	PEG FISCHER; GÖTHE;	SAVOY-PLAZA HOTEL
April 5	FASHION SHOW	LENTHERIC; MARVELLA	SAVOY ROOM
1:30 P.M.	"Red Lilac" Easter Promenade with Mr. & Mrs. Tyrone Power and daughter as		
Luncheon	special guests. The "red lilac" color will be featured in hats by Peg Fischer; dress by Gothe; fragrance by Lentheric; jewels by Marvella. Fashion show at 2:15 P.M. Reservations: \$5.00; contact: Francois, EL. 5-2600. Publicity: Claire Wilson, EL. 5-2600.		
Sunday	BENEFIT FOR CITY	CITY CENTER	HOTEL PLAZA
April 5	ART MUSEUM	ART GALLERY	GRAND BALLROOM
4:00 P.M.	Easter Sunday Tea-Dance, with proceeds for City Center Art Gallery,		
8:00 P.M.	planned to give recognition to unknown artists. Chairman of entertainment: Elsa Maxwell. Committee co-chairmen: Fleur Cowles, Mrs. Alfred N. Steele and Dick Kollmar. Tickets: \$10.00 per couple. Contact:		
Tea Dance	Mrs. Allen M. Look, 178 East 80th Street, RE. 4-3619.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 6, 1953</u>			
Beginning Monday April 6- April 11	"LITTLE GAL GLAMOUR" FASHIONS ON VIEW Spring dresses for tots to 12-year-olds, by Ruth Originals, designed and manufactured by Ruth Combs, former student of Traphagen, are shown in exhibit on original "paper-doll" manikins. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday April 7 7:00 P.M.- 9:00 P.M.	THIRD SESSION: PUBLICITY COURSE Subject: "The Mechanics of Publicity". Panel: Harry Chapperon, Storm & Klein. Fee: \$15.00 for course. Contact: Rita Otway, PL. 5-4000.	THE PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON
Wednesday April 8 9:00 A.M.- 5:30 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "First Fashion Forum and Selling Seminar" for manufacturers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM
Wednesday April 8 12:00 Noon Luncheon	LUNCHEON FOR THE BEAUTY PRESS The Procter & Gamble Company will entertain the beauty press at an announcement luncheon. By invitation. Contact: Pauline Bowie, 26 East 64th St., TE. 8-5000.	THE PROCTER & GAMBLE COMPANY	STORK CLUB 3 EAST 53RD STREET
Wednesday April 8 12:30 P.M. Luncheon	LENTZ DIMINUTIVES BY ALAN PHILLIPS De Pinna will present Spring and Summer fashions by Alan Phillips of Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Lentz Publicity: Donna Cannon, PL. 3-7072. De Pinna contact: Gene Loyd, MU. 8-2000. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday April 8 12:30 P.M. Luncheon	SHOE FASHIONS DURING LUNCHEON Bonwit Teller will present shoe fashions during luncheon. Press by invitation. Public by reservation: contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 8 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FRENCH LINGERIE Suzanne Joly, Lingerie a Paris, will present her lingerie collection to the press and buyers on Wednesday, April 8 from 10:00 A.M. to 3:00 P.M., followed by cocktails at 5:00 P.M.; on Thursday, April 9, 10:00 A.M. to 6:00 P.M. By invitation only. Contact: Roland D'Albis, CO. 5-5677.	SUZANNE JOLY (PARIS)	610 FIFTH AVENUE ROOM 414
Beginning Wednesday April 8- May 15	PREVIEW OF FALL FABRICS AND PATTERNS "Seventeen" Magazine presents a display of fabrics in the news for Fall, including the fabrics and patterns to be featured in the July Home-Sewing issue. By appointment. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Eleanora Garnett will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Eleanora Garnett contact: Austin Wilder, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELEANORA GARNETT (47 EAST 51ST ST.)	HOTEL PLAZA TERRACE ROOM
Thursday April 9 1:00 P.M. Luncheon	SPRING FASHIONS AT BENEFIT LUNCHEON Showing of Jay Thorpe's Spring and early Summer fashions at a benefit luncheon for Flower and Fifth Avenue Hospitals. Commentator: Sylvia Sidney. Price \$20.00; contact EN. 2-6290. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Saturday April 11 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Leading designers will present Summer fashions from Irish Linen Guild at a benefit luncheon. Tickets: \$10.00. Contact: Mrs. Levine, BU. 8-4000. Fashion Director: Mrs. Steve Radow, 405 E. 53th St., PL. 3-2149.	GOOD WILL WELFARE LEAGUE	WALDORF-ASTORIA GRAND BALLROOM
Monday April 13- April 14 10:30 A.M.	PREVIEW OF FALL SHOE COLLECTION Presentation of Fall shoe collection by Town & Country Shoes to press and buyers. (Also, trade showing Monday, May 4 at 10:30 A.M.) By invitation only. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FL.
Monday April 13 12:00 Noon Luncheon	LUNCHEON FOR BEAUTY EDITORS The Toni Co. will invite beauty editors to a special luncheon. Cocktails at 12:00 Noon; luncheon at 12:30 P.M. By invitation only. Contact: Eileen Oberling, Toni Co., 456 Merchandise Mart, Chicago 54, Ill.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Cancelled April 13	RUSSEKS FIFTH AVENUE SHOWING OF HENRY ROSENFELD FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, APRIL 13 AT 2:30 P.M., HAS BEEN CANCELLED.		
Monday April 13 5:00 P.M.- 7:00 P.M. Cocktails	UPHOLSTERY FABRICS AND WALLPAPERS The Commercial Counselor to the French Embassy will present a collection of upholstery fabrics and wallpapers by 23 leading French manufacturers. By invitation only. Trade showings April 14 to April 17. Contact: Roland d'Albis, CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S., INC..	610 FIFTH AVENUE ROOM 414
Monday April 13- April 18	19TH SEMI-ANNUAL ANTIQUES FAIR Exhibit from Old Sturbridge Village, Mass. showing a complete room (1790) with authentic furniture. About 420,000 antiques valued at 15 million dollars will be on display. Hours: 1:00 P.M.-11:00 P.M., except Sat., April 18 (closing at 6:00 P.M.). Admission: \$1.50. Contact: C.J. Nuttall or Dorothy Hazen, 660 Madison Avenue, TE. 8-6830.	NEW YORK ANTIQUES FAIR, INC.	71ST REGT. ARMORY 34TH ST. & PARK AVE.
April 13	CARPET FASHION OPENING. Contact: Carpet Institute, 350 5th Ave., N.Y. 1.		
April 13- April 25	"THE SLEEP SHOW". Contact: Nat'l Retail Furniture Assoc., & Nat'l Assoc. of Bedding Mfrs., 1404 Merchandise Mart, Chicago 54.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 15 12:15 P.M. Luncheon	PREVIEW: FALL & HOLIDAY SLIPPER COLLECTION "How to Keep a Man at Home"--Fall and Holiday slipper collection presented by Oomphies. <u>Showing at 1:15 P.M.</u> By invitation only. Contact: Dorothy Tarnoff, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday April 15 12:30 P.M. Luncheon	BENHAM ORIGINALS AT LUNCHEON SHOW "Heavenly Days"--showing of Benham Originals Summer wardrobe, from daytime costumes to evening gowns. Fashions available at De Pinna, Gunther Jaeckel, Saks Fifth Avenue. Press by invitation. Public by reservation; contact: TE. 8-8000. Benham Publicity: Donna Cannon, 104 E. 52nd St., PL.3-7072. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday April 15	BRAND NAMES DAY. Contact: Nathan Keats, Brand Names Foundation, 37 W. 57 St., PL. 9-3425.		
Thursday April 16 10:15 A.M.- 2:30 P.M.	FOURTH ANNUAL CONVENTION Speaker: Samuel Rubin, president of Faberge and of The Fragrance Foundation. Luncheon reservations: \$8.50. Contact: Miriam Gibson French, EL.5-3168.	FRAGRANCE FOUNDATION (1 EAST 53RD STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 16 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON "Whispers of Spring and Summer" showing of the Jacques Fath late Spring and early Summer collection, designed in America for Joseph Halpert, at a benefit luncheon show for the East Side Settlement House. Luncheon and show: \$5.00 plus rummage; contact: RE. 4-4648. Joseph Halpert Publicity: Edith Jordan, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE.8-8000.	JACQUES FATH-- JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Thursday April 16 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Phillippa Macdonald will present Spring and Summer fashions, designed for Liotti. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Phillippa Macdonald contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, 35 West 55th St., CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday April 16 5:30 P.M.- 7:30 P.M. Cocktails	SPRING-SUMMER FASHIONS FEATURING LEADING AUTHORS Presentation of books and fashions, highlighting characters of leading books from the turn of the century. Leading authors will model some of the clothes. Fashions available at Bonwit Teller. Admission: \$2.50. (Funds for continuing book projects). Contact: Barbara Emerson, Thomas Y. Crowell Co., 432 Fourth Avenue, OR. 9-0630.	WOMEN'S NATIONAL BOOK ASSOCIATION	HOTEL PLAZA TERRACE ROOM
Friday April 17 12:30 P.M. Luncheon	"PARIS IN NEW YORK" FASHION SHOW Showing of fashions from B. Altman, Bloomingdale's, Bonwit Teller, Henri Bendel, Gunther Jaeckel, Lord & Taylor, Milgrim's, Revillon Freres, Russeks, Stein & Blaine, B. Weinstein and Mr. John. This fashion show is in conjunction with "Paris in New York Week", April 13-April 18, giving tribute to French influences in the fields of fashion and decoration. Reservations: \$6.00 (including gratuities). Contact: TE. 8-8000. Pierre Director-Commentator: Nola Luxford, TE. 8-8000.	LEADING STORES AND DESIGNERS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 19- April 22	ANNUAL LUGGAGE AND LEATHER GOODS CONVENTION AT HOTEL SHOREHAM, WASH., D.C. Publ.: Betty Fryman, Luggage and Leather Goods Ass'n, 220 5th, LE. 2-3960.		
Monday April 20 1:00 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON Fashion "Travelogue", presenting clothes by leading designers. Each person with \$25.00 worth of contributions will be entitled to a guest ticket. Entire proceeds for benefit of National Jewish Hospital at Denver, the nation's free non-sectarian center for needy tuberculous patients. Fashion Coordinator: Mildred Kaldor. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA TERRACE ROOM
Monday April 20 4:30 P.M. Cocktails	PAINTINGS BY LILY HARMON Associated American Artists Galleries will present paintings by Lily Harmon, showing scenes with children at her home. Open to public through May 9. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Monday April 20 8:00 P.M. Dinner Dance	SECOND ANNUAL "APRIL IN PARIS" BALL Second annual "April in Paris" Ball, a gala dinner dance for benefit of French Hospital, Atlantique and French Students Fund. Ten leading French couturiers -- Dior, Balenciaga, Fath, Balmain, Givenchy, Desses, Schiaparelli, Madame Gres, Patou and Jeanne Lanvin (Castille), and four milliners -- Paulette, Orcel, Legroux and Caroline Reboux, are each making a special collection of two or three dresses and hats which will be presented at the Ball. Subscription: \$50.00 per person. Contact: "April in Paris" Ball, Waldorf-Astoria, EL. 5-3000.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 20	OPENING OF FALL FOOTWEAR COLLECTIONS Members include: Newton Elkin, Jerro Bros., Julianelli, La Valle, Inc., John Marino, Palter de Liso, M. Wolf, Zuckerman & Fox. Showings in individual members' showrooms; also, a composite presentation at Guild showrooms at Shelburne Hotel, in first of series of "Shoe of the Month" shows. (<u>Note Change of Date</u>). <u>Strictly</u> by appointment. Contact: Doris Beechman, MU. 9-5200.	THE GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS
Tuesday April 21 9:30 A.M. Breakfast	PRESS SHOWING: FASHIONS FOR FULLER FIGURES Spring and Summer fashions for the fuller figure. By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday April 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Color in Pantomime"--"Fashion Fabric Trends for Fall, 1953". Fabrics and color report by Susan Eastman, fabrics editor "Glamour" Magazine and chairman of Fabrics Division. Fall fabrics display by William and Jean Eckart open from 10:00 A.M. to 4:00 P.M. Price: \$4.75 for members; \$5.00 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday April 21 2:30 P.M.	FASHIONS BY SUZY PERETTE Russeks will present Suzy Perette's fashions at a showing for customers. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 22 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Spring and Summer fashions by Lilly Dache, Jane Derby, Dorothy Dickerson, Vera Maxwell will be presented at a benefit luncheon. Commentator: Maud Moody. Press by invitation. Public by reservation; TE. 8-8000. Contact: Mrs. Pyle, Spence-Chapin Corner Shop, 974 Lexington Ave., RE. 7-8448. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BENEFIT OF SPENCE- CHAPIN ADOPTION SERVICE	HOTEL PIERRE COTILLION ROOM
Thursday April 23 9:30 A.M. Breakfast	SUMMER FASHIONS BY CAROLYN SCHNURER Peck & Peck's showing to the press of a travel wardrobe of Summer fashions, designed by Carolyn Schnurer, in Ameritex cottons by Everglaze. By invitation. Publicity: D. J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FLOOR
Thursday April 23 12:15 P.M. Luncheon	PRESS PREVIEW: KNITTED DRESSES & SWEATERS Rosanna Knitted Sportswear will invite the fashion press only for a special preview of their Fall collection of knitted dresses, suits, ensembles and sweaters. Luncheon at 12:15 P.M. Showing promptly at 1:15 P.M. By invitation only. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	1410 BROADWAY SHOWROOM
Friday April 24 12:30 P.M. Luncheon	SPRING CARPET LUNCHEON FORUM The Carpet Institute will conduct a Forum at its Spring meeting. Speakers: Dr. Ormond Drake, N.Y.U.; Eliot Janeway, News Commentator; James G. Law, chairman, Board of Trustees of Carpet Institute, Inc. For members and press. By invitation. Publicity: Melva Chesrown of Eldean-Bugli-Chesrown, Inc., 670 Fifth Ave., EL. 5-7651.	CARPET INSTITUTE, INC.	WALDORF-ASTORIA ASTOR GALLERY
Friday April 24 8:30 P.M.	FASHION SHOW BY VARDEN & SWANSDOWN Showing of Spring coats by House of Swansdown and dresses by Varden. By invitation. Contact: Nathan Brown, Fashion Institute of Technology, OR. 5-8130.	CENTRAL HIGH SCHOOL OF NEEDLE TRADES	HOTEL STATLER SKYTOP ROOM
April 24	BRITISH INDUSTRIES FAIR IN LONDON (April 24 - May 8).		
April 26- May 2	NATIONAL BABY WEEK Contact: Earnshaw Publication, 161 W. 31st St., WI. 7-9804.		
Monday April 27 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Presentation of late Spring and early Summer fashions, designed in America by Jacques Fath for Joseph Halpert. Benefit for Council of Jewish Women. Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Monday April 27 4:00 P.M.	FALL SHOE FASHION SHOW Annual fashion show by Mademoiselle Shoes, presenting the Fall shoe collection, coordinated with fabrics and colors in forthcoming ready-to-wear. Show promptly at 4:15 P.M. Cocktails at 5:00 P.M. By invitation only. Contact: Grace Kent, Fashion Director, Carlisle Shoe Co., 350 Fifth Ave., LO. 4-3350.	MADemoisELLE SHOES (EMPIRE STATE BLDG.)	350 FIFTH AVENUE SHOWROOM - 74TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 9:30 A.M. Breakfast	FALL PREVIEW FOR RESIDENT BUYERS White Stag will present their Fall sportswear collection to resident buyers. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO.	1407 CLUB 1407 BROADWAY
Tuesday April 28 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON William Bass and Filcol present their Summer fashions at benefit luncheon. Coordinator: Lucille Meierfeld. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	WILLIAM BASS & FILCOL, INC.	HOTEL PIERRE COTILLION ROOM
Tuesday April 28 2:30 P.M.	SHOWING OF FASHIONS BY JERRY GILDEN Russeks will present fashions by Jerry Gilden at a showing for customers. (<u>Note Change of Date</u>). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 29 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Passport to Summer" showing of Claire McCardell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Claire McCardell contact at 550 7th Ave., LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
May 3- May 9	CUTLERY WEEK Contact: Associated Cutlery Industries of America, Deerfield, Mass.		
Monday May 4 10:30 A.M.	SHOWING OF FALL AND WINTER SHOES Sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall and Winter. <u>Showing for the trade at 4:00 P.M.</u> Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Monday May 4 12:00 Noon Luncheon	SIXTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Sixteenth Annual Luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Price of luncheon: \$5.00. Public Relations: Rea Luber, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 4 1:00 P.M. Luncheon	DOG ACCESSORIES & LUGGAGE FASHIONS Mark Cross will present accessories for dogs, at the opening of their new Kennel Shop, along with a luggage collection for all kinds of traveling. Also, showing of bags, belts, scarves, etc. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Director, Publicity, and Commentator: Mary Alice Rice, 35 W. 55 St., CI. 6-1790.	MARK CROSS (5TH AVE. & 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Wednesday May 6 12:00 Noon Luncheon	MILLINERY FASHIONS AT RACE TRACK OPENING The Millinery Fashion Bureau will present hats by leading milliners at the opening day of Belmont Race Track's Spring Season. By invitation only. Millinery Publicity: Mary Kelley, 1450 B'way, LO. 4-7800. Belmont Publicity: Jeanne Fair, News Contacts, 131 E. 66th St., RE. 4-1450.	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 10	MOTHER'S DAY. Theme: "Remember Mom! Queen of Your Heart". Contact: Irving K. Edwards, National Committee for Observance of Mother's Day, 393 Seventh Avenue, OX. 5-2000.		
Sunday May 10- May 22	COSTUME JEWELRY INDUSTRY SHOW About 50 costume jewelry firms will exhibit on two floors of the Hotel Martinique. Contact: Harold Seisel Co., 424 Madison Ave., PL. 3-3790.	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINIQUE
Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will hold its Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. (More details later). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday May 11 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time"--23rd Annual National Cotton Week. Contact: Roger Smith or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL THROUGHOUT (40 WORTH STREET)	THE COUNTRY
Tuesday May 12 10:30 A.M.	ISRAELI FASHION PRESENTATION The Zionist Organization of America will present fashions from Israel to press and buyers. By invitation only. Contact: Edythe Prens, MU.2-3205.	ZIONIST ORG. OF AMERICA (41 E. 42ND ST.)	HOTEL ASTOR
Wednesday May 13 12:15 P.M. Luncheon	ANNUAL ART AWARDS LUNCHEON Annual presentation of awards for advertising and editorial art. The 32nd annual exhibition by the Art Directors Club at Grand Central Art Galleries, 15 Vanderbilt Avenue, May 14-May 23. By invitation. Contact: Winifred Karn, Art Directors Club, 115 East 40th Street, MU. 5-8400.	ART DIRECTORS CLUB OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW Annual press conference and fashion show, sponsored by L.J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. <u>Introduction to National Sunglass Week, May 25 to 30.</u> By invitation. Publicity: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42 St., MU. 2-3558.	L.J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
May 30	MEMORIAL DAY (Saturday)--Legal Holiday.		

MOVIES...MUSIC...THEATRE

Beginning
Monday
April 6
TWENTY-SECOND & LAST WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, 39TH & B'WAY
April 6: Johann Strauss' DIE FLEDERMAUS. April 8: Saint-Saens' SAMSON ET
DALILA. April 9: Verdi's LA TRAVIATA. April 10: Mascagni's CAVALLERIA
RUSTICANA and Leoncavallo's PAGLIACCI. April 11: Mat.: Wagner's LOHENGRIN.
April 11, Eve.: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.

Monday
April 6
OPENING: "ROOM SERVICE" PLAYHOUSE THEATRE, 137 W. 48TH ST.
Bernard Hart and Don Hershey, in association with John Murray, present a
revival of the John Murray-Allen Boretz farce, with John Randolph, Everett
Sloane, Ralph Dunn, Bartlett Robinson, Jack Lemmon, Alexander Asro, Horace
Cooper, Stanley Prager. Director: Mortimer Offner. Designing and Light-
ing: Frederick Fox. Publicity: Bill Doll, MU. 2-6129.

Beginning
Wednesday
April 8
FOURTH WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET
April 8: Strauss' DIE FLEDERMAUS. April 9: Bartok's BLUEBEARD'S CASTLE
and Ravel's L'HEURE ESPAGNOLE. April 10: Verdi's LA TRAVIATA. April 11,
Mat.: Puccini's MADAMA BUTTERFLY. April 11, Eve.: Mozart's DON GIOVANNI.
April 12, Mat.: Puccini's LA BOHEME. April 12, Eve.: Verdi's AIDA.
Prices: \$1.50-\$4.00. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday
April 8
PREMIERE: "INVASION U.S.A." (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
Columbia Pictures release of American Pictures Corp. production about
sneak attack on an unprepared United States and atom bombing of New York.
Starring: Gerald Mohr, Peggie Castle, Dan O'Herlihy. Producers: Albert
Zugsmith and Robert Smith. Director: Alfred E. Green. Women's Wardrobe:
De De Johnson. Publicity: Hortense Schorr, CI. 5-5000.

Week
Of
April 13
OPENING: "THE PINK ELEPHANT" THEATRE TO BE ANNOUNCED
Eugene Paul, William I. Kaufman, Blair Walliser will present a comedy
about a ghost-writer for a politician by John G. Fuller. Starring:
Steve Allen with Howard Smith, Bruce Gordon, Jean Casto, Heywood Brown
and Patricia Barry. Director: Harry Ellerbe. Settings: Ralph Alswang.
Costumes: Guy Kent. Publicity: Arthur Cantor, LO. 5-1883.

Thursday
April 16
PREMIERE: "NEVER WAVE AT A WAC" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
RKO Radio Pictures release of an Independent Artists Picture comedy of a
Washington hostess becoming a WAC. Starring: Rosalind Russell, Paul
Douglas, Marie Wilson. Producer: Frederick Brisson. Director: Norman Z.
McLeod. Costumes: Galanos. Hats for Miss Russell: Rex, Inc. RKO Public-
ity: Frank Petraglia, JU. 6-5050.

Wednesday
April 29
OPENING: "MASQUERADE" ALVIN THEATRE, 250 W. 52ND STREET
Ben Tomkins and Alvin Cooperman will present a romantic comedy by L. S.
Birchard and Jeroam Stagg. Starring: Veronica Lake, Charles Korvin and
Lisa Ferraday. Director: John Larson. Settings & costumes: John
Blankenchip. Publicity: George Ross, BR. 9-5906.

Thursday
April 30
OPENING: "CAN-CAN" SHUBERT THEATRE, 227 W. 44TH STREET
Feuer and Martin will present a musical comedy, with music by Cole Porter
and book and direction by Abe Burrows. Starring: Lilo, Peter Cookson
with Hans Conried, Gwen Verdon and Erik Rhodes. Settings and lighting:
Jo Mielziner. Costumes: Motley. Publicity: Karl Bernstein, CI. 6-0427.